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**HOUSING ELEMENT
OF THE
PLEASANTON GENERAL PLAN**

ADOPTED OCTOBER 16, 1990

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PLEASANTON HOUSING ELEMENT UPDATE - 1990

PURPOSE OF THE HOUSING ELEMENT

The Housing Element is intended to help meet the State goal of attaining **decent housing and a suitable living environment for every California family**. In order to meet this goal, State law (1) requires each City's Housing Element to include an identification and analysis of existing and projected housing needs and a statement of goals, policies, quantified objectives and scheduled programs for the preservation, improvement and development of housing. The Housing Element also shall identify adequate sites for housing of all types and make adequate provision for the existing and projected needs of all economic segments of the community.

This Housing Element was reviewed and updated by two citizens committees, City staff, and the Planning Commission prior to being adopted by the City Council on October 16, 1990. This updated Housing Element is based on information as of January 1, 1990, unless otherwise noted, and evaluates the City's progress with respect to housing since the previous element was adopted in September of 1986. For a detailed discussion of the City's evaluation of previous housing policies and programs and an explanation of 1990 revisions, see the Supplement to the Housing Element (2).

COMPONENTS OF HOUSING SUPPLY AND DEMAND

Housing Stock

Pleasanton has grown from a small agricultural town in the mid-1800's to an upper middle class bedroom community in the mid-1900's to its current status as a rapidly growing suburban employment center. The City's existing housing stock reflects this varied history in terms of its mix of types, tenure, age and condition.

Amount

As of January 1, 1990 Pleasanton contained 19,598 housing units within the incorporated City limits and an additional 500 units in unincorporated places within the Planning Area. Due to the construction of more than fourteen hundred units during 1989, the City had a stock of 475 unoccupied units, resulting in a vacancy rate of 2.4%. The remaining 19,315 occupied units had an average of 2.856 persons per unit resulting in a population of 55,266

Note: Footnotes are located following the Goals & Policies

persons living within the City limits. An additional 1,500 persons lived in unincorporated places (e.g. Castlewood, Happy Valley) within the Planning Area.

In the future, assuming the average Growth Management allocation of 500 units per year is built, Pleasanton could add approximately 2,500 units over the next five years resulting in a population of about 62,000 by the year 1995 (see Figure IV-1). Buildout of all residential land within the Planning Area is projected to occur about the year 2007 at which time the City will support a population of about 78,000. The City's growth estimates are somewhat less than the Association of Bay Area Governments' (ABAG) projections (3) for Pleasanton which forecast a population of 66,400 by the year 1995 and 80,500 by the year 2005. ABAG's projections include extensive documentation of fertility and survival rates, net migration and other demographic components of future population growth. Pleasanton's actual growth will depend on a number of factors, such as interest rates and employment growth, but will likely be somewhere between the two growth rates, provided that infrastructure constraints, especially sewage capacity, can be overcome. A comparison of residential growth projections are shown in Figure IV-1.

At buildout of the General Plan, the Pleasanton Planning Area is projected to contain about 28,600 housing units representing a population of about 78,000 persons. The distribution of existing and future housing units by neighborhood is shown in Figure IV-4). This assumes that all residential land within the 27,000 acre existing Planning Area is built at average densities (see Table II-4 in the Land Use Element). Construction of housing at greater or less than these average densities would change this holding capacity as would the redesignation of additional land to residential uses. Potential sites for rezoning to residential use are shown in Table IV-15.

Rate of Growth

The growth of Pleasanton's housing stock has fluctuated greatly over the course of the City's development, as shown in Table IV-1. The construction of several thousand housing units during the early 1970's led to an overburdened sewage treatment system and a major slowdown of housing growth during the late 1970's. These wide fluctuations resulted in the City adopting a **Growth Management Program** in 1978 which controlled the City's residential growth rate according to sewage capacity and air quality constraints. Since the Growth Management Program was adopted, the City has made substantial progress in reducing these constraints and has modified its Growth Management procedures accordingly. The City has maintained its Growth Management Program in order to phase residential growth according to the availability of infrastructure, especially roadways and sewage capacity, and to manage the supply of buildable residential sites to meet continued future demand.

Since 1986, the City's Growth Management Program (GMP) (4) has been revised to include various quality of life indicators which assist the City Council in determining the rate and type of residential development within the City limits. The City regulates the number of housing units which can be approved in each year using a range of between 0 to 650 units annually with an additional 100 units reserved for projects containing 25% or more lower-income units. This range is more than sufficient to meet the City's share of regional housing needs as shown in Table IV-6. As of January 1990, the City had already built 2,394 of its 1995 regional allocation of 3,547 units. The yearly allocation made within that range is based on an assessment of infrastructure (e.g., sewer capacity), municipal services (e.g., police response times), public facilities (e.g. school capacities), employment growth and housing need as evaluated in an annual Growth Management Report (5).

Projects are granted growth management approval based on the project's compliance with City policies, such as the provision of lower income housing units and the construction of public facilities. The City distributes Growth Management approvals over time using negotiated agreements for most projects. The Growth Management Program also provides exemptions for lower-income projects and for small projects of five units and less. Negotiated agreements typically divide large projects into yearly phases of 30 to 100 units. Smaller projects of 50 units or less constitute the remainder of the allocations in each year.

Since 1986, the City has strengthened its commitment to lower income housing by including a specific setaside as part of the growth management process. Exemptions are granted above and beyond the annual growth allocations for small projects (five units or less) and up to 100 units per year for projects which include 25% or more units affordable to lower income households. This exemption has effectively stimulated the production of lower income housing in Pleasanton, as shown in Table IV-6.

Sufficient infrastructure and public facilities have been planned (see Public Facilities Element) to accommodate the projected amount of residential growth through buildout of the Planning Area.

Housing Element policies 7, 8, 9, and 12 contain specific objectives for meeting the City's share of regional housing needs for all economic segments of the community through the year 1995 and to buildout of the General Plan using the incentives contained in the Growth Management Program.

Type and Density

Pleasanton historically has been a City of predominantly single family homes in traditional subdivisions of 3 to 5 units per acre. About 73% of the existing housing stock is single family homes built at low or medium densities of 8 units per acre or less. The

continuing influx of workers and the escalation of land values have generated a demand for smaller homes on smaller lots to meet market demand for housing that is affordable to middle income households. The mix of housing types and densities consequently will shift over the next decade to a greater proportion of attached **single family homes** (patio homes and townhouses) and **multiple family units** (condominiums and apartments) at somewhat higher densities. Table IV-2 illustrates the range of housing types and densities found in representative housing projects in Pleasanton.

Since 1986, the City has constructed over 2,000 multiple family housing units and increased the proportion of attached units from 27% to 34%, as shown in Table IV-13. In the future, Pleasanton can be expected to maintain this proportion of multiple family housing. At buildout of the General Plan, about 35% of the total housing stock is projected to be attached single family and multiple family units, as shown in Table IV-16.

Housing Element policies 1 through 4 contain specific objectives for increasing the diversity of housing types and densities through 1995 and to buildout of the General Plan.

Tenure

Housing tenure refers to the status of the occupant, whether he or she owns or rents the unit. Housing tenure tends to conform to the type of housing unit - multiple family units tend to be renter occupied and single family units tend to be owner occupied, although there are exceptions. In 1980, the latest date for which accurate data is available, **owner occupied units** comprised 77% of the housing stock while rental units comprised the remaining 23%. The mix of renter and owner occupied units is difficult to estimate exactly because of single family homes which are being rented and multiple family homes such as condominiums which are owner occupied. In 1980, for example, 9% of single family homes which are traditionally owner occupied were being rented, while 35% of multiple family units, including mobile homes, were owner occupied.

Since 1986, the City has approved 2,023 **apartment units**. Apartment approvals constituted 54% of units constructed during that period (5). In the future, two trends are emerging which may indicate the future of rental and owner occupied housing in Pleasanton. Developers are responding to the market demand generated by office workers seeking rental units in Pleasanton and have constructed several large apartment complexes within and adjacent to business parks. This trend is expected to continue as the City's employment base grows. The City has adopted a **condominium conversion ordinance** which helps protect tenants in apartments proposed for conversion (6).

Housing Element policies 5 and 6 contain specific objectives for providing and maintaining an adequate supply of rental and owner occupied units through 1995 and to buildout of the General Plan.

Age, Condition, and Overcrowding

Pleasanton is fortunate to have a relatively new housing stock. Also, there are several hundred older buildings in the downtown area which have been restored or well maintained. Only 660 units, or 3% of the existing housing stock, were built prior to 1950. An additional 22% of the existing stock was constructed between 1950 and 1970 while 75% has been built in the past twenty years (Table IV-3).

The housing stock is in excellent condition as might be expected with such newly built housing. As of 1980, only 41 units or .4% of the total housing stock lacked complete individual plumbing facilities and only 56 units lacked complete kitchen facilities. The City's Building Department estimates that no more than 100 units require major rehabilitation and no more than 10 require replacement, city-wide. No units lacked adequate heating equipment. With an average of 6.43 rooms per unit, very few examples of overcrowding exist in Pleasanton. As of 1980, only 1% or 122 units, 53 of which were renter occupied, contained more than one resident per room.

Since 1986, the City has rehabilitated relatively few substandard units. This is because of the allocation of most of the City's housing-related resources to meeting housing needs through new construction. At the same time, the City has lost only nine units to demolition, all of which have been replaced with a greater number of new units. In the short-term, housing condition is unlikely to change significantly. However, in the next 15 or 20 years, homes that were constructed in the 1950's may begin to experience structural problems unless they are well maintained and, in some cases, rehabilitated. The 660 units built prior to 1950 will require increasing maintenance to avoid demolition in the long-term. Most of the units with structural problems are located in the downtown area which is targeted as a specific plan area to address these and other issues.

Housing Element policies 13, 14, and 15 contain specific objectives for maintaining and improving the condition of the City's existing housing stock.

Population

Population growth closely parallels the development of housing. In Pleasanton, population more than quadrupled during the 1960's, doubled during the 1970's, and increased by more than 50% in the 1980's. Due to residential growth management and other factors, population growth has slowed during the first half of the 1980's to

roughly 3% annually. Since 1985, however, population growth has averaged about 7% annually reflecting employment growth and an unmet demand for housing accumulated from previous years. As of January 1, 1990 the population within the City limits of Pleasanton was 55,266 with an additional 1,500 persons residing in unincorporated places within the Planning Area.

Ethnic and Social Diversity

Pleasanton's population is less racially mixed than other cities in Alameda County. As of 1980, Pleasanton's population was 95% White, 1% Black, 2% Asian, 1% Spanish and 1% Other. The City also has fewer households with "special needs" such as disabled, female headed and farm worker households, and the homeless than other cities in California, as shown in Table IV-10. However, Pleasanton is home to about 1,400 children living with single parents and about 977 households with senior citizens over 65, some of which have special housing needs. The 1990 census will update this information and indicate where special housing programs may be required.

Age

Pleasanton has a younger population than California as a whole with a median age of 28 years as of 1980. The median age has gradually increased from 26 years in 1970 and indicated the gradual aging of the population. As of 1980, about 6% of the population was pre-school age, 29% were school aged children, 6% college age, 19% young adults, 30% middle age, and 4% were senior citizens, as shown in Figure IV-3.

Since 1986, ABAG estimates that the school aged population has decreased and the middle aged population has increased. As of 1990, ABAG estimates that 6% of the population was under 6 years of age, 24% were 6 to 19, 39% were 20 to 44, 23% were 46 to 64, and 6% were 65 years and older. ABAG projects a continuation of this age distribution through 1995 with a gradual aging of the population thereafter.

Household Size

Pleasanton's family-oriented, child-raising population is illustrated by the City's larger than average household size. Large families require larger homes and the housing stock in Pleasanton serves large families well. In 1980, families comprised 83% of households in Pleasanton compared with 69% in California as a whole. In 1990, Pleasanton averaged 2.856 persons per household compared with about 2.51 for Alameda County as a whole. Household size varies according to the type of unit. In 1980, for example, single family households averaged 3.35 persons per household while multiple family units averaged only 2.01. Household size has been decreasing in recent years due to the postponement of marriage

among baby boom individuals, fewer children per household, high divorce rates and increasing numbers of single elderly people. Average household size in Pleasanton is projected to gradually decrease to 2.79 persons per household by the year 2005, as the existing childhood population matures and the baby boom generation ages past its child rearing years (Table IV-4).

In the future, two trends will gradually change the make-up of Pleasanton's population. Increasing numbers of young adults and middle aged workers will locate to the City as **job opportunities** increase. This will tend to increase the number of singles and families with children as Pleasanton attracts resident workers from a variety of socio-economic backgrounds. This trend will have an effect on social and commercial services, school and community facility needs. In addition, the existing population in Pleasanton will gradually age and require greater levels of service related to **senior citizens** than are needed today.

Since 1986, the City has responded to these trends by assisting in the provision of several schools sites, a new middle school, day care facilities, subsidized senior apartments, and a senior center.

Housing Element policies 20 and 21 contain specific objectives for maintaining and improving housing opportunities for all segments of the population.

Employment

Another factor which contributes significantly to the demand for housing in Pleasanton is the amount and type of employment located within the Planning Area and the Tri-Valley. Pleasanton's transformation from a bedroom community to a regional **job center** is resulting in thousands of workers who will be seeking housing within commute distance to Pleasanton. A certain percentage of workers employed in Pleasanton also will seek housing in Pleasanton and a certain percentage of workers employed outside of Pleasanton will seek housing here. The key to accommodating employment generated housing need is to recognize that these various types of **commute behavior** occur within an area much larger than Pleasanton itself and provide housing opportunities within a reasonable commute distance to local jobs.

Figure IV-2 illustrates two **projections of employment growth** in Pleasanton and the Tri-Valley. The Association of Bay Area Governments (ABAG) makes projections based on Pleasanton's share of regional economic growth. Their projections take into account the square footage the City has approved for employment generating uses, but do not assume that all of this space will be absorbed by the market. Gruen Gruen + Associates also has projected employment growth but uses a different method which assumes future tenants will occupy industrial, commercial and office space according to average employment densities. Although the two projections assume

substantially different levels of existing employment, they project similar rates of employment increases averaged over the next fifteen years - between 1,370 jobs (ABAG) and 1,580 jobs (Gruen) per year.

Since 1986, the City has added 7,000 jobs or about 2,300 per year. In the short-term, this trend is projected to continue then slow to the growth rates forecast by ABAG. At buildout, the Pleasanton Planning Area could accommodate about 75,000 jobs assuming development of all land designated as industrial, commercial or office at the average densities shown in Tables II-3 and II-4 in the Land Use Element.

Housing Element policy 12 call for managing housing growth according to employment development, housing need and other factors.

Commute Patterns

In 1980, 24% of the 17,000 employed residents of Pleasanton worked in the City, an additional 23% held jobs within the Tri-Valley and the remaining 53% worked outside the Tri-Valley, mostly in the East Bay and San Francisco (7). Of the 8,700 jobs located in Pleasanton in 1980, about 47% were held by Pleasanton residents and about 53% were held by people who commuted into the City from other locations. The net result of this commuting pattern in 1980, was about 13,000 residents commuting out of Pleasanton and about 4,600 workers commuting into Pleasanton - a net out-commute. This trend is beginning to change with the addition of thousands of office jobs locating in Pleasanton.

A recent survey of employees working in Pleasanton (8) conducted by the City in conjunction with its TSM Ordinance indicates the changing patterns of commuting into and out of Pleasanton. The 1989 survey of major employers indicated that 74% of people working in Pleasanton commuted in from outside the City compared with 53% in 1980. This increase in in-commuters will continue to increase demand for housing in the Tri-Valley Area and in Pleasanton.

The number of jobs recently generated in Pleasanton has corrected the City's previous emphasis of housing compared to jobs. The ratio of jobs to housing as of 1990 is virtually balanced at 1.035 jobs per resident worker.

Housing Element 12 contains specific objectives for managing housing development according to employment growth and other factors.

The relationship of jobs, housing and commuting is discussed in greater detail in the Land Use Element.

Income

Because of the rapid rate with which new employees are relocating to Pleasanton, it is difficult to obtain an accurate estimate of job classification and salary levels of people working in Pleasanton businesses. As of the 1980 census, Pleasanton's median income for households was \$28,718 or 44% greater than the Bay Area median income of \$20,018. Table IV-5 compares the 1980 income distribution to 1990 income levels.

As of 1990, ABAG estimates that the average income in Pleasanton is \$52,700 which is 31% greater than Alameda County and 14% higher than the Bay Area. Although 1990 census figures are not yet available, residential purchase and rental trends indicate a greater proportion of upper income families (large single family homes) and lower income families (apartments and condominiums) and a decrease in moderate income households.

In the future, household incomes in Pleasanton are projected to increase in relative proportion to those elsewhere in Alameda County. ABAG (3) projects that mean household incomes in Pleasanton will reach \$60,400 (in 1988 dollars) compared with \$46,900 for Alameda County by the year 2005. Therefore, Pleasanton residents will continue to enjoy a greater income than most cities in Alameda County.

Housing Element Policies 7, 8, and 9 include specific objectives for meeting the needs of all income level households within Pleasanton.

HOUSING NEEDS

Regional Housing Needs

California housing law requires every City to analyze population and employment trends and quantify housing needs for all income levels including the City's share of regional housing. The Association of Bay Area Governments (ABAG) has established Pleasanton's contribution to regional housing needs as 3,547 units. ABAG has determined this need according to various income levels over the period 1988-1995. Pleasanton's 3,547 units represent roughly the number of housing units needed to meet ABAG's population projections for Pleasanton to the year 1995. Although the City is not required to build these units, the State requires a good faith effort to provide sufficient opportunities for meeting these housing needs. Since 1980, Pleasanton has exceeded its share of regional housing in every income category except very low, as shown in Table IV-6. A detailed evaluation of Pleasanton's progress towards meeting regional needs is contained in the Supplement to the Housing Element (2).

For the period 1988 through 1995, the City already has exceeded its goal for the provision of its share of regional needs for moderate income housing, has built 78% of its share of above moderate income housing, and 71% of its share of low income housing. There have been only 80 units or 11% approved for very low income housing because of the difficulty of building housing which sells for less than \$78,350 or rents for less than \$550 per month, as is true throughout California. The City has made a concerted effort to meet the needs of very low and low income households through City subsidy of the 200 unit Ridgeview Commons project.

The City of Pleasanton, in cooperation with a local non-profit housing corporation, recently built a 200-unit housing project for the elderly, 120 of which are reserved for low and 80 for very low income households. The City donated the land for the project (valued at \$3 million), invested \$900,000 in predevelopment costs from the City's low income housing fund, issued tax exempt bonds, and is leasing the project to a non-profit housing corporation to facilitate the provision of low and very low income housing.

Housing Element Policies 7, 8, and 9 contain specific objectives for addressing regional housing needs for all economic segments of the community.

Housing Affordability

Housing affordability refers to the financial ability of a household to rent or buy a housing unit. Government agencies, lenders and landlords generally consider a household eligible to rent or buy if monthly payments do not exceed 30% of total household income. Given this guideline, the monthly rent or mortgage rate which can be afforded is easy to calculate although ownership costs will vary with interest rates, down payments and the type of financing instrument. Using recent rates, the amount of income needed to rent or buy can be calculated for various income groups.

The California Department of Housing and Community Development (HCD) defines household income groups and the U.S. Department of Housing and Urban Development (HUD) calculates income relative to the area median for these groups. As of 1990, the four economic groups earned incomes within the ranges shown in Table IV-7.

Using these definitions, Pleasanton's population in 1980 consisted of 63% above moderate, 17% moderate, 9% low and 11% very low income households. ABAG determined what percent of each income group was paying more than 30% of total household income for housing costs and applied these percentages to the 1990 population. City-wide, 55% of lower income owners and 75% of lower income renters were considered to be overpaying for housing, as shown in Table IV-8. Most cities in California have similar imbalances between housing costs and household income.

A recent survey of housing prices in Pleasanton revealed that the average price for a used single family home in Pleasanton in 1988 was \$228,090 and for a new house was \$239,063. Preliminary data for 1989 indicate that the average home price has increased to \$262,000.

No thorough study of rents in Pleasanton has been conducted recently, although an informal survey conducted in 1990 suggests that monthly rental rates for a two bedroom apartment average \$760 with newer units commanding \$835. These high rental rates indicate the difficulty which many households have in finding affordable rental housing. In an effort to make apartment rents more affordable, the City requires new apartment complexes to set aside 15% or more of the units for lower income households, as shown in Table IV-12.

Many factors determine the price of housing which a household can afford including interest rates, mortgage instruments, down payment and personal assets above and beyond income. Table IV-9 calculates the range of monthly rents and purchase prices of housing which would be affordable to the four income groups in Pleasanton using standard assumptions. Obviously, these conditions vary and there are numerous exceptions depending on individual financial situations. However, the information suggests that there is a significant gap between households' ability to pay and actual housing costs in Pleasanton, as there is throughout California. The problem of affordability affects a substantial number of Pleasanton households including very low, low and moderate income groups.

Since 1986, the City has built over 2,000 multiple family units, 15% of which are reserved for lower income households, and virtually all of them available to renters. In the future, the affordability gap will affect increasing numbers of first time home buyers, workers employed in Pleasanton trying to find an affordable home within commuting distance, and elderly individuals seeking affordable rental housing.

Housing Element policies 7, 8, and 9 include specific objectives for meeting the needs for affordable housing for all economic segments of the community.

Special Housing Needs

Special housing needs include those normally unmet by market rate housing including farm workers, the disabled, female headed households, the homeless and elderly households. Pleasanton contains fewer households with special housing needs than most cities in the State. The greatest needs in Pleasanton are housing for large families, the elderly and female headed households. Large families with lower income typically need larger housing

units with more bedrooms than are usually constructed within market rate projects, such as three bedroom apartments. The elderly require smaller, easy to maintain housing units which are accessible to social and medical care facilities, for example the City sponsored senior citizen complex recently constructed near City Hall.

Female headed households often require lower income or subsidized housing which is accessible to childcare facilities. Disabled households typically require special design features such as wheelchair ramps and large bathrooms to be included within the housing unit.

Because of Pleasanton's higher than average income, many of the households shown in Table IV-10 do not have the same housing problems as lower income households. As discussed previously, the City has made substantial progress in addressing lower income housing needs which should help the special needs of disabled, elderly, large family and female headed households. In addition, the City recently built a large housing project for the elderly, has approved an intermediate care/retirement hotel complex, has designated sites for an emergency shelter and transitional housing for the homeless, and provides numerous programs to assist other households with special needs.

Since 1986, the City has commissioned a special study of human service needs as part of a comprehensive public facilities master plan. Information generated by that study together with the results of the 1990 Census will enable the City to target housing programs specifically designed for special need households.

Housing Element Policy 21 includes specific objectives for special need households through 1995 and to buildout of the General Plan.

Sites Available for the Production of Housing

In 1986, the City of Pleasanton inventoried all underdeveloped and vacant parcels within the entire 27,000 acre Planning Area (9), established a 100-member citizens' committee to redesignate or increase densities on potential residential parcels, and effectively increased the holding capacity of the existing Planning Area by about 5,500 housing units.

Since 1986, the City has updated this land inventory, the results of which are summarized in Tables IV-11, 14, and 15. These tables indicated that the City has zoned more than enough residential land at appropriate densities to meet and exceed its share of regional needs through 1995. A comparison of residential units approved since 1988 and the City's share of regional need is contained in Table IV-6.

At buildout of all residential land, the General Plan provides for more than double the number of housing units (29,000) as existed in 1985 (14,000). The distribution of single family and multiple family land together with non-residential land which reasonably can be expected to be rezoned provides sufficient housing unit capacity to meet and exceed the City's objectives for housing type, tenure, and affordability, as shown in Tables IV-11, 15, and 16.

Housing Element policies 1, 2, 4, 5, and 7 include specific objectives for providing sufficient land at appropriate densities to meet Pleasanton's share of regional housing needs for all economic levels through 1995 and to buildout.

Constraints to Housing Development

Constraints to the development of housing in Pleasanton vary from parcel to parcel, although some general constraints affect a majority of future developments (10). These constraints fall into four basic categories: infrastructure, land use controls, fees and improvement costs, and market constraints.

Infrastructure refers to the capital improvements required to service development such as sewer, water and storm drainage. In Pleasanton, the capacity of the local sewage treatment plant and export pipelines is the major constraint to housing development, as explained in the Public Facilities Element. Pleasanton recently has obtained voter approval and financing to support a short-term expansion of its sewage treatment plant to provide sufficient capacity to about the year 1991 and has structured its Growth Management Program accordingly. The City also is in the process of studying alternative methods for future treatment plant expansion for the long-term as well as for the export of treated sewage. Solutions for both capacity problems should be under way prior to existing capacities being reached.

The City exercises **land use controls** over residential development through its General Plan, zoning ordinance, building review and permit procedures, and Growth Management Program. The General Plan, primarily through the land use map, regulates the general use and density of future developments in Pleasanton. The Zoning Ordinance regulates specific site requirements such as building height and density. Pleasanton makes extensive use of Planned Unit Development (PUD) zoning to provide residential builders with substantial flexibility in planning their projects. The City's Building Department reviews all buildings for conformance to the Uniform Building Code and other codes to ensure the health and safety of its residents. Finally, the City allocates a range of between 0 and 650 housing units (plus exemptions) to be built per year through the Growth Management Program based on housing need and the City's ability to provide infrastructure and City services, as called for in General Plan policies.

The City has designed its Growth Management Program (GMP) to encourage the provision of housing for all economic segments of the community. The success of this technique can be measured by the City's progress in meeting its share of regional housing needs. From 1986 to 1990, for example, the GMP resulted in over 67% of total units which were affordable to lower and moderate income households (5). The rate of 0 to 650 units per year established by the GMP is lower than market demand because of infrastructure limitations, but allows for more units than specified in ABAG's residential housing need allocations.

Pleasanton requires payment of numerous fees as a condition of development approval. All fees are tied to the City's costs of providing necessary services, such as plan checking fees, or improvements, such as roadway widening. The City waives certain fees, such as the low income housing fee imposed by the Growth Management Program, to certain projects which fulfill specific City policies, such as the provision of lower income housing. The City also exacts physical improvements from developers, such as streets, as allowed under municipal regulatory power and the Subdivision Map Act (11). City fees are reviewed and adjusted periodically while exactions are established on a case by case basis depending on the on-site and off-site improvements required by individual projects.

Market constraints include the cost of land and improvements, construction costs, interest rates, profit, property taxes and the wide range of factors which determine consumer preferences in the housing market. Most of these factors are beyond the control of local governments, although occasionally the cost of land and interest rates can be reduced in order to encourage affordable housing production.

An example of this is the City of Pleasanton's recent actions to donate a portion of its current corporation yard to eliminate land costs; issue housing revenue bonds to reduce financing costs; and contribute to planning and design studies to reduce predevelopment costs on a ten acre parcel for 200 units of senior citizens housing. Other factors do not appear to pose much of a constraint to the production of housing in Pleasanton for the foreseeable future, as indicated by the large number of units recently approved for development over the next several years. A detailed analysis of constraints upon the maintenance, improvement and development of housing is contained in the Supplement to the Housing Element (2).

Given the opportunities and constraints to the production of housing discussed throughout this element, it is estimated that at least 3,547 new housing units could be constructed over the period 1988 through 1995. The distribution of these units according to type, density, price and tenure are guided by the housing policies described later in this element. A negligible number of units are estimated for demolition, rehabilitation or conservation during that period.

Housing Element Policy 10 contains specific objectives for removing unnecessary constraints to the provision of housing through 1995 and to buildout of the General Plan.

Opportunities for Energy Conservation in Residential Developments

In addition to providing opportunities for the development of housing, the City of Pleasanton also encourages energy conservation in residential projects. All residential projects are reviewed in terms of building orientation, street layout, lot design, landscaping and street tree configuration in order to maximize solar access and energy conservation. Residential structures must meet all requirements of the Uniform Building Code with respect to energy saving materials and designs. City policies, together with the General Plan Map, encourage the location of higher density residential projects within walking distance of transit stops, commercial centers and employment sites, thereby reducing consumption of gasoline.

Housing Element Policy 23 contains specific objectives for including energy saving, water conservation, and other environmental measures in housing projects through 1995 and to buildout of the General Plan.

Public Participation

The policies and programs contained in the 1986 version of the Housing Element reflect the recommendations of two large citizens' committees which were comprised of all economic segments of the community. Participation on these committees was open to all residents of the Planning Area and was extensively advertised in the press. The citizen participation process is described in the Introduction to the General Plan.

In 1990, the Housing Element was reviewed and updated based on the recommendations of two new citizens committees. Both the Affordable Housing Committee and the Mayor's Affordable Housing Task Force were comprised of members of all economic segments of the community including renters, City workers, lower income families, and individuals with special needs. The recommendations of all four citizens committees are included, in large part, in this 1990 Housing Element update.

Consistency With Other General Plan Elements

The provision of housing to meet the goals and objectives established in the Housing Element is dependent, in part, on consistency with other General Plan elements. As adopted in 1986, all elements of the General Plan were internally consistent. The Housing Element policies adopted in 1986 are largely carried forward to the 1990 update. The major revisions affect the number of housing units needed to meet Pleasanton's share of regional

housing needs to 1995. The Housing Element describes the adequacy of General Plan land use designations (Land Use Element) and infrastructure capacity (Public Facilities Element) to meet these revised housing unit needs. A detailed evaluation of the consistency of the Housing Element projections and the availability of adequately zoned land and adequate infrastructure is contained in the Supplement to the Housing Element (2).

Housing Goals, Policies and Programs

The following goals, policies and programs, in addition to those contained in other elements, constitute an action program to implement the objectives described in this element.

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IV. HOUSING GOALS, POLICIES AND PROGRAMS

Goal 1: To attain a variety of **housing types, densities, designs and prices** which meet the existing and projected needs of all economic segments of the community.

Type and Density

Policy 1: Ensure that at least 25% of the total housing stock at full development shall be **multiple family**, both owner and renter occupied.

Program 1.1: Allocate more than 25% of each year's residential **development permits** to multiple family housing through the City's Growth Management Program (4) as long as level of service standards and other City policies are maintained.

Responsible Agency: City Council
Time Period: Annually
Funding Service: Not Applicable

Policy 2: Maintain at least the amount of **High Density Residential acreage** currently designated on the General Plan Map.

Program 2.1: Replace each high density residential site which is redesignated with an equal or greater amount of **high density residential acreage**.

Responsible Agency: City Council
Time Period: As needed
Funding Service: Not Applicable

Policy 3: Stimulate development of **single family housing** units on lots of 20,000 square feet and greater.

Program 3.1: Exempt **minor subdivisions** of five lots or less from the provisions of the City's Growth Management Program.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Not Applicable

Program 3.2: Zone sufficient land for R-1-20 and R-1-40 developments to increase the supply of **large lots** in peripheral areas.

Responsible Agency: Planning Department
Time Period: As Needed
Funding Source: Planning Dept. Budget

Policy 4: Encourage **mobile homes** and factory built housing on appropriate located sites.

Program 4.1: Allow mobile home and **factory built housing** projects which have permanent foundations and meet all zoning and design review requirements on any parcel designated Rural, Low, Medium or High Density Residential.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Not Applicable

Tenure

Policy 5: Encourage at least 50% of **multiple family** housing units to be rental apartments at buildout.

Program 5.1: Exempt multiple family **rental housing** projects of five units or less from the requirements of the Growth Management Program.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Not Applicable

Program 5.2: Reserve 100 housing units per year above the Growth Management limit for rental projects which provide at least 25% **lower income units**.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Not Applicable

Policy 6: Minimize displacement of tenants in rental apartments and mobile homes and encourage ownership of lower cost residential units by prior renters through the regulation of **condominium conversions**.

Program 6.1: Regulate condominium, townhouse and mobile home conversions and mitigate tenant displacement through the provisions of the City's **Condominium Conversion Ordinance (6)**.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Not Applicable

Program 6.2: Deny conversion of **apartment units** to condominiums if the percentage of multiple family units available for rent, City-wide, is below 50%.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Not Applicable

Program 6.3: Require **moving assistance** and other means to minimize hardship of persons displaced by condominium conversions.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Condominium Converters

Program 6.4: Require condominium converters to maintain rental units for households with **special needs**, such as lifetime leases with rental caps for the disabled.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Condominium Converters

Affordability

Policy 7: Encourage the construction of housing affordable to **lower income households** consistent with regional share goals and income levels of current and future Pleasanton residents and workers.

Program 7.1: Use the Growth Management Program to establish an **annual objective** for lower-income housing units one year in advance of Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing balance, General Plan policies, regional share allocations etc.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 7.2: Grant **priority** within each year's Growth Management allocation to those projects fulfilling the lower-income housing objective established above.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 7.3: Extend the duration of low- income set aside units within apartment projects from 15 to a minimum of 30 years, wherever possible.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Not Applicable

Program 7.4: Work with the U.S. Department of Housing and Urban Development (HUD) to maintain existing HUD **subsidized units** in Kottinger Place, Pleasanton Gardens, and Pleasanton Greens.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Not Applicable

Program 7.5: Seek **State and Federal assistance** for the development of housing to meet lower income housing needs.

Responsible Agency: Planning Department
Time Period: Ongoing
Funding Source: State and Federal Funds

Program 7.6: Reserve 100 housing units per year above the Growth Management limit for owner occupied and rental projects which provide at least 25% lower income units.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Not Applicable

Program 7.7: Encourage inclusion of lower-income housing units in market rate housing projects.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Not Applicable

Program 7.8: Provide **incentives** such as reduced development fees, assistance in providing public improvements, priority in permit processing, increased density, altered site development standards, mortgage revenue bonds, an affordable housing competition, etc. to encourage the development of lower and moderate income housing.

Responsible Agency: Planning Department
Time Period: Ongoing
Funding Source: Planning Dept. Budget

Program 7.9: Use the **low income fee** to generate funds for the provision of lower income housing.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Low Income Housing Fund

Program 7.10: Seek alternative, **non-traditional means** suited to the community to fill lower and moderate income housing needs, and to preserve the affordability of assisted housing units (12).

Responsible Agency: Planning Department
Time Period: Ongoing
Funding Source: Planning Dept. Budget

Program 7.11 Create a new position of **Housing Development Coordinator** to facilitate the production of affordable housing.

Responsible Agency: City Council
Time Period: 1990
Funding Source: General Fund

Policy 8: Encourage the construction of housing affordable to **moderate income households** consistent with regional share goals and income levels of current and future Pleasanton residents and workers.

Program 8.1: Use the Growth Management Program to establish an **annual objective** for moderate income housing units one year in advance of Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing balance, General Plan policies, regional share allocations etc.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 8.2: Grant **priority** within each year's Growth Management allocation to those projects fulfilling the moderate-income housing objective established above.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Policy 9: Strive toward meeting Pleasanton's share of regional housing needs (13).

Program 9.1: Use the City's Zoning Ordinance to designate sufficient land at appropriate densities to meet local and regional housing needs.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Not Applicable

Program 9.2: Attempt to produce 3,547 housing units between 1988 and 1995 according to the distribution of income levels specified in Table IV-6 and the tenure objectives established in Policy 5.

Responsible Agency: City Council
Time Period: 1988-1995
Funding Source: Not Applicable

Program 9.3: Attempt to rehabilitate five units identified as having major building code violations each year between 1990 and 1995.

Responsible Agency: Building Department
Time Period: Ongoing
Funding Source: Building Dept. Budget

Program 9.4: Identify the sales price or contract rent for all housing units scheduled for demolition and attempt to replace each existing lower or moderate housing unit with a lower or moderate unit within the replacement housing project.

Responsible Agency: Building Department
Time Period: Ongoing
Funding Source: Building Dept. Budget

Policy 10: Remove unnecessary governmental constraints to the provision of housing, public services and facilities.

Program 10.1: Continue to fund the infrastructure improvements contained in the Public Facilities Element to accommodate projected housing growth.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Capital Improvement Program

Policy 11: Require each residential and non-residential project to include its prorata share of low-income housing needs, as defined in Table IV-6, or to contribute an in-lieu fee to the **lower-income housing fund** to facilitate the construction of low-income housing.

Program 11.1: Review and revise the **lower-income housing fee** on market rate residential units annually in conformance with AB 1600.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 11.2: Establish a **lower-income housing fee** on new commercial, office, and industrial properties in conformance with AB 1600.

Responsible Agency: City Council
Time Period: 1990
Funding Source: Not Applicable

Program 11.3: **Review and revise** the lower-income housing fee on commercial, office, and industrial properties annually in conformance with AB 1600.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 11.4: **Exempt** all low and very low income housing units from the low income housing fee.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 11.5: Use the lower-income housing fund to help build low income housing on **City-owned land**.

Responsible Agency: City Council
Time Period: 1990-1995
Funding Source: Low Income Housing Fund

Program 11.6: Use the **lower-income housing fund** to help finance affordable housing so as not to transfer additional costs to market rate income units.

Responsible Agency: City Council
Time Period: Ongoing
Funding Source: Low Income Housing Fund

Program 11.7: Use the **lower-income housing fund** to purchase land, write down mortgage costs, rehabilitate units, subsidize rents, issue tax exempt bonds, post loan collateral, pay predevelopment costs, and otherwise help produce housing units affordable to lower income households.

Responsible Agency: City Council
Time Period: On going
Funding Service: Low Income Fund

Growth Management

Goal 2: To manage **residential growth** in an orderly fashion.

Policy 12: Regulate the number of **housing units** approved for construction each year according to the availability of infrastructure, the City's ability to provide public services, housing needs, and employment growth.

Program 12.1: Use the City's **Growth Management Program** to limit residential growth to between 0 and 650 units per year and reserve an additional 100 units per year for projects which include 25% or more lower- income housing units.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 12.2: Use the Growth Management Program to establish an **annual objective** for housing units within each income category one year in advance of Growth Management allocations. This allocation should take into account the information contained in the Growth Management Report including housing need, job growth, jobs/housing balance, General Plan policies, regional share allocations etc.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Program 12.3: Grant **priority** within each year's Growth Management allocation to those projects fulfilling the income category housing objectives established above.

Responsible Agency: City Council
Time Period: Annually
Funding Source: Not Applicable

Goal 3: To **preserve and rehabilitate** the existing housing stock.

Age and Condition

Policy 13: Encourage the **maintenance** of safe, sound and well-kept housing, City-wide.

Program 13.1: Enforce provision of the City Zoning, Building and Fire Codes.
Responsible Agency: Planning and Fire Depts.
Time Period: Ongoing
Funding Source: Planning/Fire Budgets

Policy 14: Encourage the preservation of historically and **architecturally significant** residential structures especially in the downtown area (14).

Program 14.1: Designate historically significant structures for preservation in the Downtown **Specific Plan**.

Responsible Agency: Planning Department
Time Period: 1990-1995
Funding Source: Planning Dept. Budget

Policy 15: Eliminate all **substandard housing** conditions within the community.

Program 15.1: Maintain building and housing **code enforcement** programs and monitor project conditions of approval.

Responsible Agency: Planning and Building
Departments
Time Period: Ongoing
Funding Source: Planning and Building
Department Budgets;
CDBG Funds

Relocation

Policy 16: Assist in the **relocation** of persons displaced by public activities.

Program 16.1: Support programs to assist in **relocation activities**, if needed.

Responsible Agency: Planning Department
Time Period: Ongoing
Funding Source: Planning Dept. Budget

Goal 4: To provide adequate **locations** for housing of all types.

Policy 17: Disperse **high density housing** throughout the community, especially in areas near public transit, major thoroughfares, shopping and employment centers.

Program 17.1: **Zone** high density housing near public transit, major thoroughfares, shopping and employment centers.

Responsible Agency: Planning Department
Time Period: 1990-1995
Funding Source: Planning Dept. Budget

Program 17.2: **Redesignate** those parcels shown on Table IV-15 from industrial/commercial to residential use subject to conformance with other City policies.

Responsible Agency: City Council
Time Period: As needed
Funding Service: Not Applicable

Policy 18: Encourage **residential infill** in areas where public facilities are adequate to support such development.

Program 18.1: **Zone infill sites** at densities compatible with infrastructure capacity.

Responsible Agency: Planning Department
Time Period: 1990-1995
Funding Source: Planning Dept. Budget

Program 18.2: Allow **"granny flats"** in all R-1 zoning districts to increase the number of housing units while preserving the visual character within existing neighborhoods of single family detached homes.

Responsible Agency: Planning Department
Time Period: Ongoing
Funding Source: Planning Dept. Budget

Policy 19: Reserve suitable sites for **subsidized lower income housing**.

Program 19.1: Acquire, appropriately zone, and/or assist in the development of one or more **sites** for lower income housing as shown in Table IV-14.

Program 19.2: Issue **tax exempt bonds** to finance the construction of lower income housing units, to purchase land for such a use, and to reduce mortgage rates.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: General Fund

Goal 5: To **eliminate discrimination** in housing opportunities in Pleasanton.

Policy 20: Prevent **discrimination** in City-owned and market rate housing.

Program 20.1: Support State and Federal provisions for enforcing **anti-discrimination laws**.

Responsible Agency: City Attorney's Dept.
Time Period: As Needed
Funding Source: General Fund

Program 20.2: Publicize information on **fair housing laws** and refer all complaints to the U.S. Department of Housing and Urban Development, ECHO, and the California Department of Fair Employment and Housing.

Responsible Agency: City Attorney's Dept.
Time Period: As Needed
Funding Source: General Fund

Policy 21: Provide for the **special housing needs** of large families, the elderly, the disabled, the homeless, and families with female heads of households.

Program 21.1: Provide **housing opportunities** for households with special needs such as studio and one-bedroom apartments for the elderly, three-bedroom apartments for large families, specially designed units for the disabled,

emergency shelter and transitional housing for the homeless, and affordable units for female heads of households.

Responsible Agency: Housing Authority
and City Council
Time Period: Ongoing
Funding Source: General Fund

Program 21.2: Require as many lower income units within large rental projects to be **accessible and adaptable** to the disabled as possible.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Rental developers

Program 21.3: Set aside a portion of the City's **CDBG funds** each year to special need service providers.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: CDBG Funds

Program 21.4: Set aside a portion of the City's low income housing fund for housing projects which accommodate the needs of special housing groups such as the physically, mentally or developmentally **disabled**.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Low Income Housing Fund

Program 21.5: Encourage the production of housing for the disabled in Downtown **infill locations** which are accessible to City services.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Rental Builders

Program 21.6: Encourage the conversion or development of **group homes** for six persons or less in appropriate locations throughout the community.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: CDGB, Low Income Funds

Program 21.7: Work with the Alameda County Division of Housing and Community Development (HCD) to maintain funding for **Section 8** and other federal subsidy programs.

Responsible Agency: City Council
Time Period: As Needed
Funding Source: Not Applicable

Program 21.8 Designate the C-C (Central Commercial) Zoning District for the location of emergency shelters and for transitional housing for the **homeless**.

Responsible Agency: City Council
Time Period: 1990
Funding Source: Not Applicable

Program 21.9 Amend the Zoning Ordinance to allow emergency shelters and transitional housing as a permitted use in the **C-C District**.

Responsible Agency: City Council
Time Period: 1990
Funding Source: Not Applicable

Program 21.10 Work with Homebase, the Family Crisis Center and other organizations to assist the City in locating and constructing an **adequate facility** for use as an emergency shelter and for transitional housing for the homeless.

Responsible Agency: City Council
Time Period: On-Going
Funding Source: Not Applicable

Goal 6: To balance housing development with **environmental protection**.

Policy 22: Preserve and enhance **environmental quality** in conjunction with the development of housing.

Program 22.1: Continue **environmental impact review** procedures as required by the California Environmental Quality Act (CEQA).

Responsible Agency: Planning Department
Time Period: Ongoing
Funding Source: Planning Dept. Budget

Policy 23: Encourage **energy and water conservation** designs and features in residential developments.

Program 23.1: Consider building orientation, ceiling height, street layout, lot design, landscaping and street tree configuration in **subdivision review** for purposes of solar access and energy conservation.

Responsible Agency: Planning, Building, and
Engineering Departments
Time Period: Ongoing
Funding Source: General Fund

DEFINITIONS

Detached Single Family: Detached single family homes have open space on all four sides.

Attached Single Family: Attached single family homes have common walls from ground to ceiling which form property lines.

Multiple Family: Multiple family homes have two or more units on a single parcel.

FOOTNOTES

- (1) California Government Code, Sections 65583 et seq
- (2) City of Pleasanton, Supplement to the Housing Element of the Pleasanton General Plan, April 1990
- (3) Association of Bay Area Governments, Projections - 90, December 1989
- (4) City of Pleasanton, Growth Management Program - Ordinance No. 1023, as amended
- (5) City of Pleasanton, Growth Management Report, April 1990
- (6) City of Pleasanton, Condominium Conversion Ordinance No. 880, March 1979
- (7) U.S. Bureau of the Census, Census of Population and Housing, 1980
- (8) City of Pleasanton, City Council Information Report 90:12 : Results of the 1989 Transportation Survey, February 6, 1990
- (9) City of Pleasanton, Vacant Land Data Base, 1986
- (10) Thomas B. Cook, Housing in Pleasanton; An Analysis of Future Demand, Affordability and Government Action, December 1984
- (11) California Government Code, Sections 66410 - 66499.58, The Subdivision Map Act, as amended
- (12) Bay Area Council/ABAG, Blueprint for Bay Area Housing: Housing Element Ideas and Solutions, December 1989
- (13) Association of Bay Area Governments, Housing Need Determinations - San Francisco Bay Region, January 1989
- (14) Pleasanton Historic Advisory Committee, Preserving Pleasanton's Heritage, June 1978

(hepolicy.90)

TABLE IV-1

POPULATION AND HOUSING UNITS 1970 - 1990

	1970	1975	1980	1985	1986	1987	1988	1989	1990
Popula- tion	18,328	31,667	35,160	40,740	45,371	46,346	48,482	51,956	55,266
Persons/ Household	3.66	3.35	3.107	3.068	3.059	3.040	2.989	2.907	2.856
House- holds	5,004	9,400	11,317	13,249	14,800	15,212	16,186	17,835	19,315
Vacancy Rate	9.38	3.72	3.08	5.33	3.26	4.21	3.33	2.83	2.40
Total Housing Units	5,522	9,763	11,665	13,995	15,299	15,879	16,743	18,355	19,790
Single Family Units-Detached (1)	n/a	n/a	8,558	10,155	10,828	11,213	11,581	12,229	12,623
Single Family Units-Attached (2)	n/a	n/a	824	1,113	1,403	2,547	1,649	1,706	1,781
Single Family Units-Total (%)	4,837 (88%)	7,882 (80%)	9,382 (80%)	11,268 (80%)	12,231 (80%)	12,760 (80%)	13,230 (79%)	13,935 (76%)	14,404 (73%)
Multiple Family(3) Units	685	1,881	2,283	2,379	2,723	2,776	3,169	4,077	5,040
Mobile Homes	n/a	n/a	n/a	348	345	343	344	343	346
Multiple Family Units				2,727	3,068	3,119	3,513	4,420	5,386
Total (%)	(12%)	(20%)	(20%)	(20%)	(20%)	(20%)	(21%)	(24%)	(27%)

Sources: California Department of Finance, Summary Report: Alameda County Controlled Population Estimates, 1980 - 1990 and Population Estimates for California Cities and Counties 1970 - 1980; U.S. Bureau of the Census, 1970 and 1980 Census of Population and Housing; California Department of Finance, 1975 Special Census for Pleasanton. All estimates are as of January 1 of each year except 1970, 1975 and 1980 which are as of April 1.

- (1) Detached Single Family: Detached single family homes have open space on all four sides
- (2) Attached Single Family: Attached single family homes have common walls from foundation to ceiling which form property lines
- (3) Multiple Family: Multiple family structures contain two or more units on a single parcel

TABLE IV-2

REPRESENTATIVE HOUSING TYPES AND DENSITIES

<u>Project</u>	<u>Location</u>	<u>Unit Type</u> <u>(1)</u>	<u>Density</u> <u>(2)</u>	<u>Lot Size</u> <u>Sq Ft</u>	<u>General Plan</u> <u>(Density)</u>
Foothill Place	Foothill/ Bernal	SFD	1	20,000	Low
The Heights	East of First St.	SFD	4-5	6-10,000	Medium
Highland Oaks	Muirwood Dr. North of Highland Oaks Dr.	SFD	4-5	6,500	Medium
Northway Downs	Hopyard/ Secretariat	SFA	7	3,800-4,800	High
Springwood Meadows	Valley/ Hansen	SFD	8	3,060-3,800	High
Danbury Park	Valley/ Santa Rita	SFA	8	2,850-3,800	Medium
Tiffany Lane	Del Valle Parkway	TH	9	2,800	Medium
Wellington	Hopyard/Black N/E Corner	TH	11	1,070-1,570	High
Sunrise Villa II	Bernal/ Palomino	TH	16	n/a	High
Valley Plaza	Santa Rita/ Valley I&II	Apt.	18	n/a	High
Vintage Terrace	Norton	Apt.	29	n/a	High

(1) SFD=Single family detached; SFA=Single family attached;
TH=Townhouse; Apt.=Apartment

(2) Units per gross acre

Note: For a complete listing of recent housing projects, see
City of Pleasanton, Residential Projects Recently
Constructed, Approved and Proposed, January 1, 1990

TABLE IV-3
AGE OF HOUSING STOCK

<u>Year Built</u>	<u>No. of Units</u>	<u>Percent of Total</u>
1985 - 1989	5,603	28.6
1980 - 1984	2,330	11.9
1975 - 1979	2,092	10.7
1970 - 1974	4,611	23.5
1960 - 1969	3,713	18.9
1950 - 1959	589	3.0
1940 - 1949	212	1.1
Pre-1940	<u>448</u>	<u>2.3</u>
	19,598	100.0

Source: U.S. Bureau of the Census, 1980 Census of Population and Housing, 1980; California Department of Finance, Summary Reports: Alameda County Controlled Population Estimates, 1980-1990

TABLE IV-4

HOUSEHOLD SIZE
(Persons Per Household)

	<u>1980</u>	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>
Total Housing Units	3.08	3.07	2.91	2.90	2.85	2.79
Single Family	3.35	n/a	n/a	n/a	n/a	n/a
Multiple Family	2.01	n/a	n/a	n/a	n/a	n/a

Source: U.S. Bureau of the Census, 1980 Census of Population and Housing, 1980; ABAG, Projections 90, December 1989

TABLE IV-5

1990 HOUSEHOLD INCOME AND 1980 INCOME DISTRIBUTION

	1990 Household <u>Income</u> (1)		1980 % of Pleasanton <u>Households</u>
Above Moderate (>120% of Median Income)	>\$52,920	=	63%
Moderate (80 - 120% of Median Income)	\$35,280 - \$52,920	=	17%
Low (50 - 80% of Median Income)	\$22,050 - \$35,280	=	9%
Very Low (<50% of Median Income)	<\$22,050	=	11%
<hr/>			
Median Income	\$44,100		

(1) Four Person Household in Alameda County (1990 dollars)

Source: U.S. Bureau of the Census, 1980 Census of Population and Housing, 1980; Alameda County Department of Housing and Community Development, February 1990

TABLE IV-6

PROGRESS TOWARD MEETING REGIONAL HOUSING NEEDS
HOUSING UNITS APPROVED 1980-1989

<u>Period</u>	<u>Above Mod</u>	<u>Moderate</u>	<u>Low</u>	<u>Very Low</u>	<u>Total</u>
1980-1990 (Need) (1)	1,923	855	598	898	4,274
1980-1989 (Approved) (2)	5,407 (281% of goal)	2,839 (332% of goal)	623 (104% of goal)	180 (20% of goal)	9,049

POTENTIAL TO MEET 1995 REGIONAL HOUSING NEEDS
HOUSING UNITS BUILT 1988-1989

<u>Period</u>	<u>Above Mod</u>	<u>Moderate</u>	<u>Low</u>	<u>Very Low</u>	<u>Total</u>
1988-1995 (Need) (3)	1,596	709	497	745	3,547
1988-1989 (Built)	1,253	1,358	352	80	3,043
1990-1995 Needed to Meet Goal	343	0	145	665	1,153

(1) ABAG, Housing Needs Determinations - San Francisco Bay Region, December 1983

(2) For a detailed listing of housing projects contributing to these approved units, see City of Pleasanton, Pleasanton Residential Projects, 1/1/90

(3) ABAG, Housing Needs Determination, January 1989

TABLE IV-7

HOUSEHOLD INCOME LEVELS - 1990

Economic Group	% of Area Median	2 Person Household	4 Person Household
Above Moderate	> 120%	> \$42,350	> \$52,900
Moderate	80-120%	\$28,250 - \$42,350	\$35,300 - \$52,900
Low	50-80%	\$18,000 - \$28,250	\$22,500 - \$35,300
Very Low	< 50%	< \$18,000	< \$22,500
Median	100%	\$35,300	\$44,100

Source: California Department of Housing and Community Development, U.S. Department of Housing and Urban Development, Median Family Income for Oakland Primary Metropolitan Statistical Area, April 1990

Note: The Oakland PMSA includes Alameda and Contra Costa Counties

LOWER INCOME LEVELS AND RENT LIMITS - 1990

Unit Type	Number of Persons	Max. Annual Income	Max. Monthly Rent
Studio	1	\$24,700	\$617
1 Bedroom	2	\$28,250	\$706
2 Bedroom	3	\$31,750	\$882
	4	\$35,300	\$882
3 Bedroom	5	\$37,500	\$992
	6	\$39,700	\$992
4 Bedroom	7	\$41,950	\$1103
	8	\$44,150	\$1103

Source: Growth Management Report, 1990

TABLE IV-8

LOWER INCOME HOUSEHOLDS OVERPAYING FOR HOUSING - 1990

# OF LOWER INCOME HOUSEHOLDS OWNING	# OF LOWER INCOME HOUSEHOLDS RENTING	# OF LOWER INCOME HH OVERPAYING (OWNERS)	# OF LOWER INCOME HH OVERPAYING (RENTERS)	PROPORTION OF LOWER INC OWNERS OVERPAYING	PROPORTION OF LOWER INC RENTERS OVERPAYING
1,041	1,323	569	990	55%	75%

Source: ABAG, Housing Need Determinations, January 1989

TABLE IV-9

AFFORDABLE HOUSING PRICES - 1990

	Two Person Household	
	Monthly <u>Rent (1)</u>	Purchase <u>Price (2)</u>
Above Moderate	>\$1,059	>\$150,700
Moderate	\$706-\$1,059	\$100,562-\$150,700
Low	\$450-\$706	\$64,097-\$100,562
Very Low	<\$450	<\$64,097

	Four Person Household	
	Monthly <u>Rent (1)</u>	Purchase <u>Price (2)</u>
Above Moderate	>\$1,325	>\$188,750
Moderate	\$880-\$1,325	\$125,350-\$188,750
Low	\$550-\$880	\$78,350-\$125,350
Very Low	<\$550	<\$78,350

(1) Rent equal to 30% of monthly median income (see Table IV-7)

(2) Prices based on a monthly mortgage payment equal to 30% of monthly income; assumes a 20% down payment on a 30-year fixed rate mortgage of 10%

TABLE IV-10

SPECIAL NEED HOUSEHOLDS

	<u>Pleasanton</u> <u>Percent</u> (2)	<u>Number</u> (3)	<u>State</u> <u>Percent</u> (2)
<u>Disability (Handicapped)</u>			
- Work Disability (individuals)	2.8%	532	8.2%
- Public Transportation Disability (individuals)	1.0%	190	3.5%
<u>Elderly</u> (households with one or more members 65 years or greater)	8.6%	1,634	20.2%
<u>Large Family</u> (5 or more in family)	15.7%	2,984	12.4%
<u>Female Headed Households</u>	8.6%	1,634	10.2%
<u>Farm Worker</u> (1)	0%	0	1.8%
<u>Homeless</u> (individuals) (4)	0%	2	N/A
TOTAL 1990 HOUSEHOLDS		19,010	

(1) There is no farming activity within the City limits of Pleasanton

(2) Percentage of Households or Individuals as of 1980 Census

(3) Percentage of 1980 Households x Total 1990 Households
(estimate)

(4) Pleasanton Police Department

Source: State Census Data Center (based on 1980 Census)

TABLE IV-11
SUMMARY OF VACANT RESIDENTIAL LAND (1)

<u>Owner</u>	<u>Assessors #</u>	<u>Acres (2)</u>	<u>General Plan</u>	<u>Capacity (3)</u>
Presley	941-1700-5-4 941-1800-1-4	279	Low Density	100 sfdu
Moller	941-1800-2-3	134	Low Density Rural Density	100 sfdu
Garms	941-2000-1	60 10	Low Density Rural Density	50 sfdu
SFWD	946-3570-4-5 946-3630-1-13/16 946-3701-2	91 94	Low/Medium High Density	500 sfdu 1300 mfdu
Stone- ridge	946-1151-9-2 946-1151-10-10 946-1144-14/16 946-3901-3-6	130	Medium Density	650 sfdu
Kottinger Phase 2	946-2300-2-6	525	Rural Density	105 sfdu
Lund 2	946-2632-1	125 55	Rural Density Low Density	25 sfdu 110 sfdu
Foley	946-2205-2-2 946-2681-1-1	200	Rural Density	40 sfdu
Busch	946-1250-5-2	81 9	Medium Density High Density	405 sfdu 130 mfdu
Spotorno	946-2632-2-1/2	25 25	Low Density Rural Density	25 sfdu 5 sfdu
Sycamore Sp Plan	946-2612-etc 946-2607-etc	125	Low Density	125 sfdu
Oak Tree	946-4440-8	40 51	Low Density Rural Density	40 sfdu 10 sfdu
Panganibn	941-2500-4	32 13	Low Density Rural Density	17 sfdu
Lester	941-2600-2-6 941-2500-3	44	Low Density	44 sfdu
City	94-158-2/5	14	High Density	280 mfdu
Subtotal		2,045a <u>117a</u>	Single Family Multiple Family	2,351 sfdu <u>1,710</u> mfdu
TOTAL		2,162a		4,061 du

(1) Vacant parcels of 20 acres+ which were not built on 1/90

(2) Residential portion of site (excludes many small parcels)

(3) Assumes proposed project units or avg General Plan units

Note: All sites are located adjacent to City facilities & services

TABLE IV-12

LOWER-INCOME HOUSING STOCK

DEVELOPMENT/ DEVELOPER	ADDRESS/ LOCATION	CITY FILE NO.	YEAR OF CONSTR.	DATE OF EXPIR.	NO. OF UNITS:			NOTES
					total	low-inc	(%)	
Pleasanton Greens	3819 Vineyard Ave.	-----	pre-1980	12/31/92	131	131	100%	All units are Section 8 HUD subsidized; Federal subsidies are due to expire December 31, 1992.
Pleasanton Gardens	240 Kottinger Dr.	-----	pre-1980	-----	50	50	100%	Privately funded and administered senior housing complex.
Kottinger Place	251 Kottinger Dr.	-----	pre-1980	-----	50	50	100%	City-administered senior housing complex.
LOWER-INCOME GROWTH MANAGEMENT EXEMPTIONS:								
Stoneridge Apartments/ Regis Homes	6250-6450 Stoneridge Mall Rd.	PUD-81-22-5M	1988	1998	520	78	15%	Households qualify at PMSA income level; Tri-Valley rents are charged for entire period of agreement.
Hacienda Gardens/ Prometheus Dev. Co.	3410-3690 Andrews Dr.	PUD-85-17	1988	1998	456	69	15%	Households qualify at PMSA income level; Tri-Valley rents are charged for entire period of agreement.
Hacienda Commons/ Trammell Crow Co.	4930-5030 Owens Dr.	PUD-87-3	1988	2003	212	32	15%	Both incomes and rent levels follow Tri-Valley levels for 1st 3 years of agreement; then reverts to PMSA.
Spring House/ The Northern Group	5505-5640 Spring House Dr.	PUD-81-30-39D	1989	2004	354	53	15%	Both incomes and rent levels follow Tri-Valley levels for 1st 3 years of agreement; then reverts to PMSA.
Gatewood Apartments/ Shelter Capital	3902-3998 Stoneridge Dr.	PUD-83-9	1986	2001	200	50	25%	-----
Valley Plaza Villages II/ Ferreri and Matteson	4403-4451 Valley Ave.	PUD-83-1	1986	2001	144	32	25%	-----
4324 Railroad Ave./ M. O'Callaghan	4324 Railroad Ave.	Z-85-60	1986	2001	10	3	25%	-----
Arroyo Village II/ J. Caroline	Vineyard Ave./ Mavis Dr.	PUD-84-7	1987	2002	19	7	25%	Agreement amended at developer's request (1/90); increased no. of lower-income units from 5 to 7.
Vineyard Terrace/ Vintage Associates	420-490 Vineyard Place	PUD-83-17	1986	2001	40	10	25%	-----
Vintage Terrace/ Vintage Associates	Palomino Dr./ Concord Place	PUD-81-6	1984	1991	108	27	25%	Also requires rental of add'l. 29 units to mod.-inc. households; rents <30% of 1/12 of 100% PMSA med.inc.
Civic Square Apts./ Braddock and Logan	4802-4880 Bernal Ave.	PUD-84-21	1987	2002	262	66	25%	-----
Ridge View Commons/ Eden Housing	5130-5270 Case Ave.	PUD-86-9	1989	2019	200	200	100%	120 lower-income units (<80% of PMSA med. income); 80 very-low income units (<50% of PMSA med. income); senior complex administered by City and Eden Housing

TOTAL LOWER-INCOME UNITS IN PLEASANTON: 858

(pvii-9)
04/20/90

TABLE IV-13
HOUSING BALANCE
BY TYPE OF HOUSING
(HISTORICAL AND PROJECTED)

	ATTACHED						
	SINGLE		SINGLE		MULTIPLE		
YEAR:	FAMILY:	(%)	FAMILY:	(%)	FAMILY:	(%)	TOTAL:
<u>HISTORICAL:</u>							
1/1/85	10,162	73%	1,113	8%	2,552	18%	13,827
1/1/86	11,030	73%	1,403	9%	2,703	18%	15,136
1/1/87	11,532	73%	1,447	9%	2,739	17%	15,718
1/1/88	11,882	72%	1,649	10%	3,031	18%	16,562
1/1/89	12,522	69%	1,706	9%	3,950	22%	18,178
1/1/90	12,970	66%	1,806	9%	4,828	25%	19,605
<u>"ZERO GROWTH" PROJECTIONS:</u>							
1/1/91	13,416	66%	1,917	9%	5,080	25%	20,413
1/1/92	13,734	66%	2,041	10%	5,099	24%	20,874
1/1/93	13,894	66%	2,041	10%	5,109	24%	21,044
1/1/94	13,970	66%	2,041	10%	5,109	24%	21,120
<u>"MODERATE GROWTH" PROJECTIONS:</u>							
1/1/91	13,416	66%	1,917	9%	5,080	25%	20,413
1/1/92	13,917	66%	2,069	10%	5,170	24%	21,156
1/1/93	14,350	66%	2,111	10%	5,285	24%	21,746
1/1/94	14,730	66%	2,158	10%	5,402	24%	22,290

04/25/90

piii-12.gm

NOTE:

Figures for housing units in 1/1/85 are derived from State Department of Finance estimates. Other historical data are from records of Building Department finals. Projections are based on the data in Table __, with projections for Attached Single Family units based on historical trends.

Table IV-14

Potential Sites for Affordable Housing*

<u>SITE</u>	<u>OWNER</u>	<u>ACRES</u>	<u>GENERAL PLAN</u>	<u>COMMENTS</u>
1	Corrie	14	High Density	Excellent access to arterials, shopping and employment; single family homes proposed
2	San Francisco	320	Medium/High Density; Specific Plan	Near downtown and services; specific plan underway; potential ground lease
3	Busch	8 26	High Density Medium Density	Near Valley/Santa Rita Services; nearby corp yard sold at \$100,000/acre in 1986
4	Kaiser Center	62	Industrial	Good access and nearby services; proposed for rezoning to residential
5	Marsh	17	Industrial	Hillside side; proposed for rezoning to residential
6	Vandenberghe	5	Commercial	Proposed rezoning to senior housing; I-680 noise

<u>SITE</u>	<u>OWNER</u>	<u>ACRES</u>	<u>GENERAL PLAN</u>	<u>COMMENTS</u>
7	Hacienda	12+	Business Park	Potential to rezone to high density residential; high land costs
8	Hahner	35	Agriculture	Proposed rezoning for senior housing; poor access and services
9	Signature Properties (Ruby Hills)	590	Agriculture	Proposed 1,000 unit residential/ golf course complex; poor access until highway 84 is extended
10	City	14	High Density	Good access & (Corp Yard) services corp yard to move 6/91; city-owned land
11	Staples Ranch	23	Medium Density	Good access & services; county-owned land; currently proposed for 24 moderate-income units
12	Madden	21	Commercial	Good access & services; proposed rezoning to residential

*all or a part of the site may be suitable for lower-income units
(hetables.90)

TABLE IV-15

NON-RESIDENTIAL SITES WHICH COULD BE REZONED TO RESIDENTIAL

<u>Parcel Owner</u>	<u>Acres</u>	<u>General Plan</u>	<u>Potential Units & Type</u>
Kaiser CFT	62	Industrial	31 acres = 150 SFDU 31 acres = 450 MFDU
Marsh	17	Industrial	17 acres = 100 MFDU
Summerhill	12	Business Park	12 acres = 153 MFDU
Hahner	35	Agriculture	7 acres = 140 MFDU 28 acres = 140 SFDU
Signature	590	Agriculture	590 acres = 1000 SFDU
Madden	21	Commercial	21 acres = 300 MFDU
SUBTOTAL			649 acres = 1,290 SFDUs 88 acres = 1,143 MFDUs
TOTAL	737 acres		737 acres = 2,433 DUs

NOTE: Rezoning assumes number of units in proposed projects or mid-point of probable General Plan density range

TABLE IV-16:
HOUSING STOCK BY TYPE OF UNIT
IN PLEASANTON'S SUBAREAS

SUBAREA	1989:			BUILDOUT:		
	S.F.	M.F.	TOTAL	S.F.	M.F.	TOTAL
1	609	35	644	1125	35	1160
2	10	209	219	450	784	1234
3	1230	350	1580	1403	495	1898
4	98	276	374	364	276	640
5	0	0	0	0	0	0
6	0	668	668	0	1022	1022
7	1712	33	1745	1712	33	1745
8	1559	174	1733	1773	300	2073
9	2170	805	2975	2170	805	2975
10	1199	531	1730	1319	600	1919
11	15	0	15	735	190	925
12	1215	483	1698	1939	683	2622
13	303	470	773	350	700	1050
14	7	262	269	1000	2268	3268
15	2036	1285	3321	2985	1500	4485
16	697	75	772	1500	75	1575
TOTAL	12860	5858	18518	18825	9786	28591

Apr-90

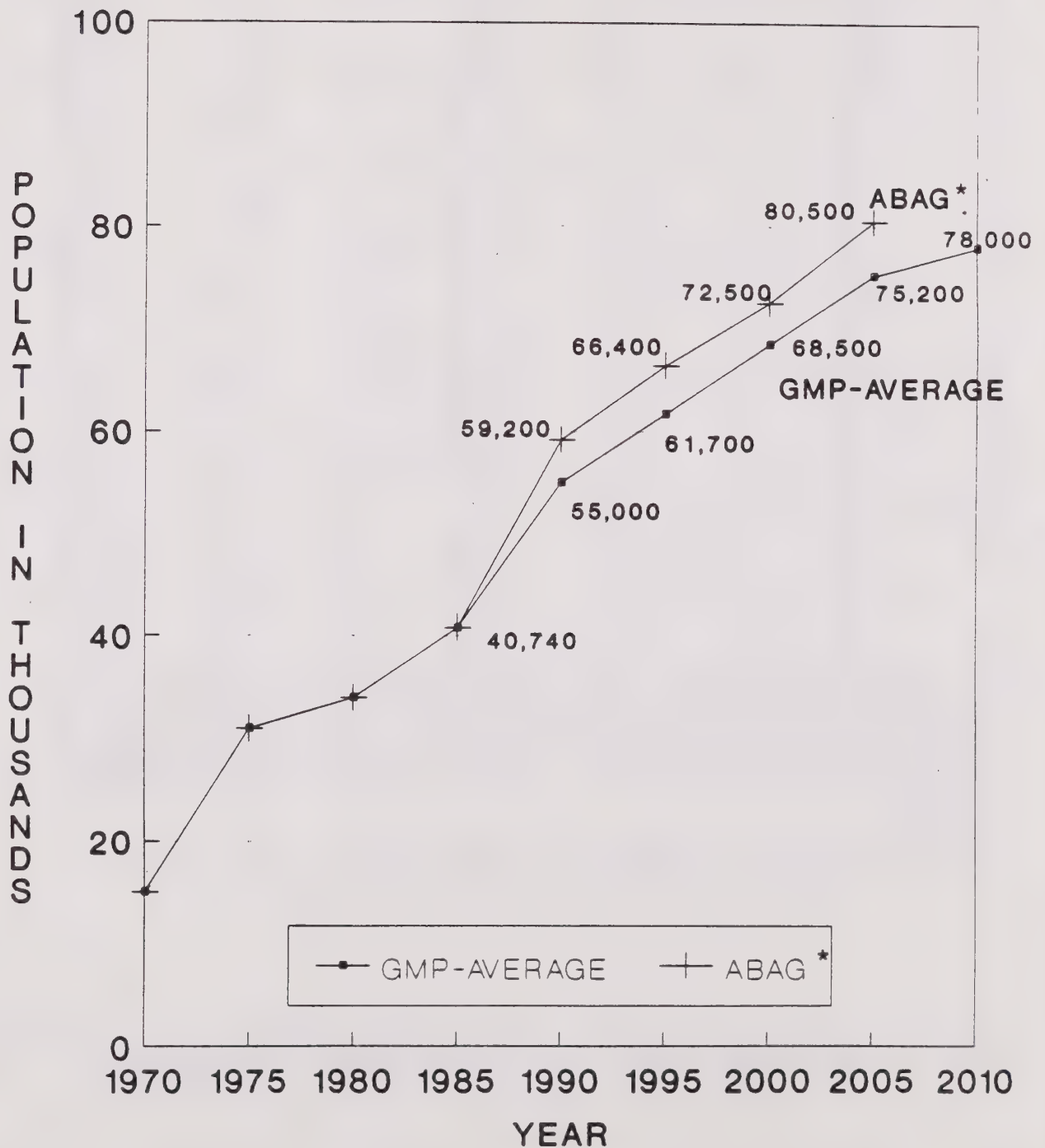
(hsgstock)

NOTES:

S.F. = "single family"; SF dwellings have no common walls.

M.F. = "multiple family"; MF dwellings have common walls from ground to roof.

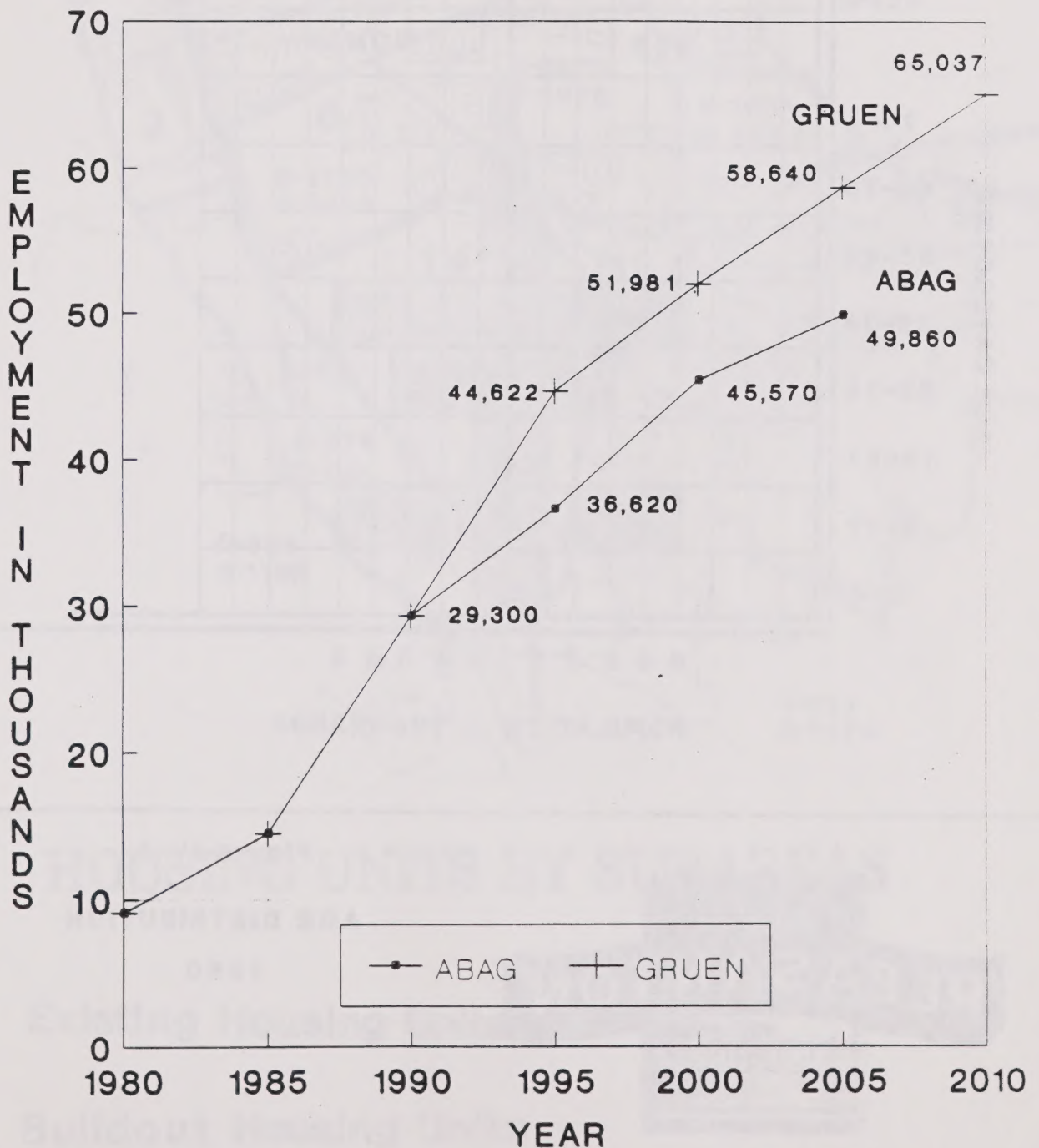
FIGURE IV-1 POPULATION PROJECTIONS



* Includes Sphere-of-Influence
Source: ABAG; City of Pleasanton

Updated: 1/1/90

FIGURE IV-2 EMPLOYMENT PROJECTIONS



Source: ABAG, Projections-90, December 1989; Gruen Gruen Associates, Projections of Employment and Household Growth in the Tri-Valley, July 1985
Updated: 1/1/90

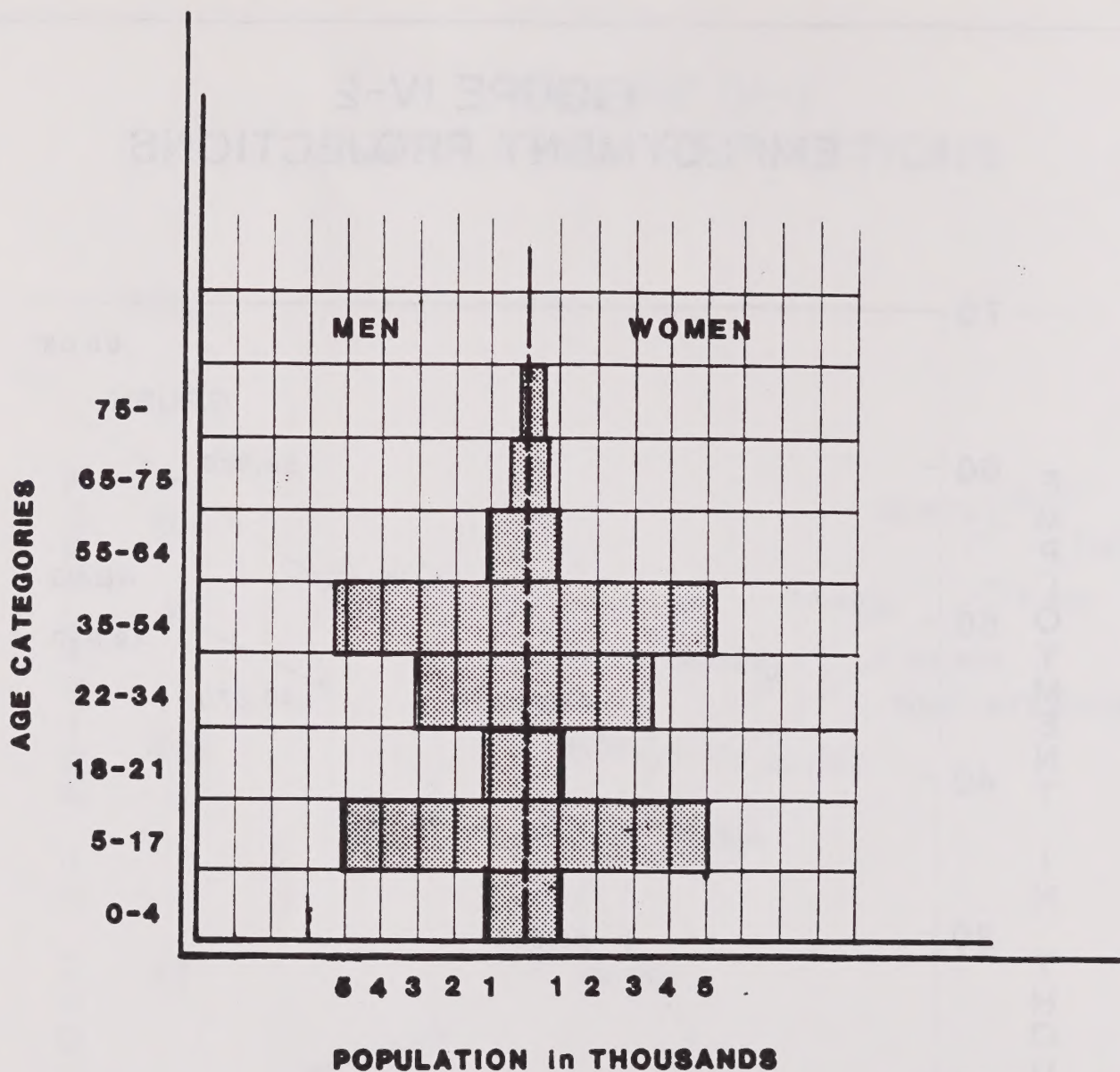
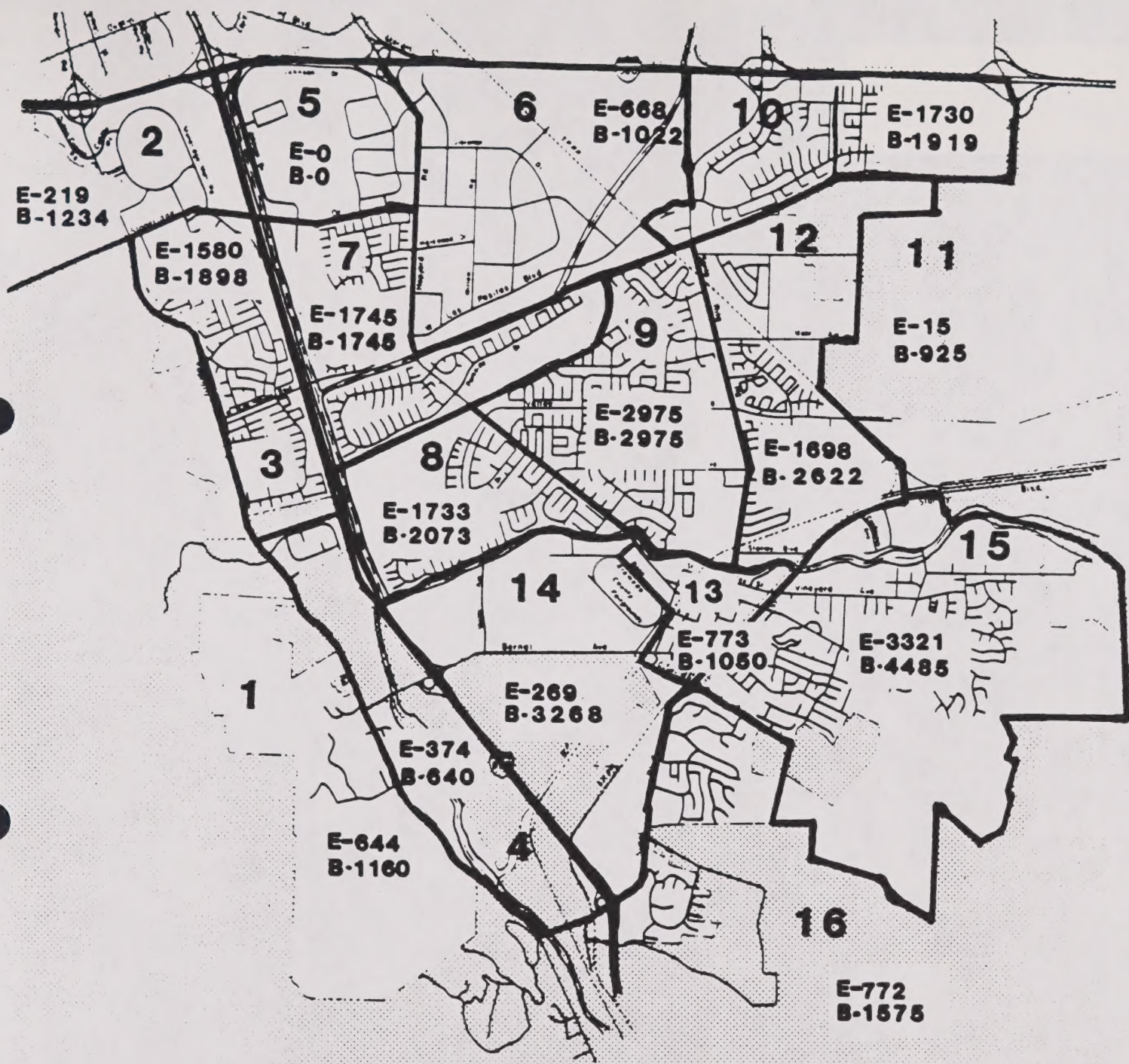


Figure IV-3

**AGE DISTRIBUTION
1980**





HOUSING UNITS BY SUBAREAS

E - Existing Housing Units

B - Buildout Housing Units
(as per the Pleasanton
Plan, 9/16/86)

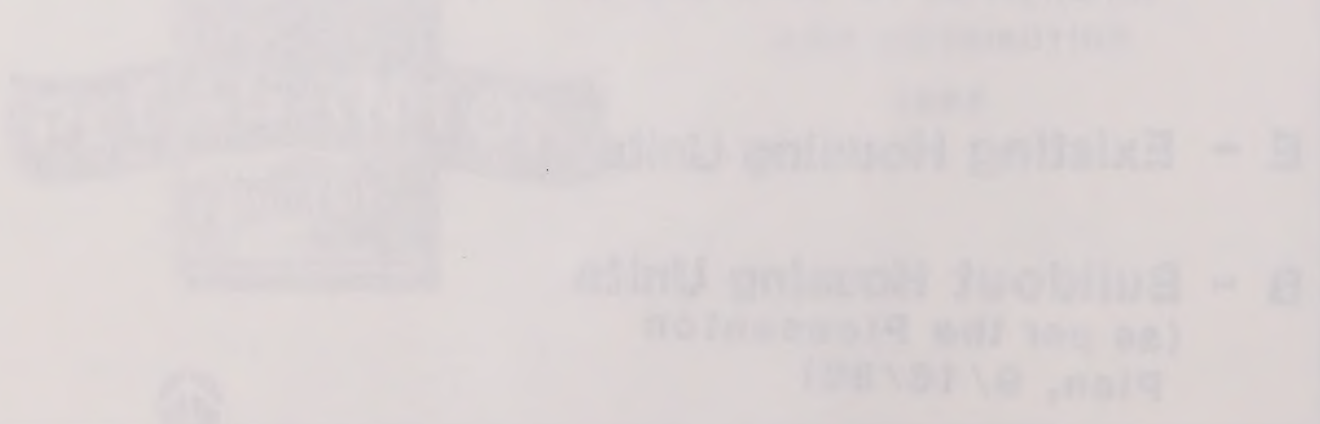




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HOUSING UNITS BY SUBAREA



A - Existing Housing Units
B - Existing Housing Units
(see for the Presentation
Plan, 9/10/82)